

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KUTV-TV Salt Lake City-Ogden	Date: 8/30/2012
-------------------------------------------------------------------	---------------------------

I, Media Strategies and Research,
 being/on behalf of: Jim Matheson, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Congress
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 10, 2012			Sunday, September 16, 2012		

Total Charges: \$39,255.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, August 30, 2012

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

KRISTEN HENDERSON
Printed Name

POLITICAL ADVERTISING SPECIALIST
Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1366049

Schedule Dates 09/10/12-09/16/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand September 10 through September 16 (470955)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax /
CPE 11757
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 08/30/12
Last Modified 08/30/12
Entered By Chantyrce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,888.25
Net Total \$33,366.75
Sales Tax

Salt Lake City (KUTV)
By Broadcast Month
Sep. 2012
Spots 64
Rate \$39,255.00
Grand Total: 64 \$39,255.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/10/12-09/14/12	1	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Salt Lake City (KUTV)		8/30/12
2.0	Normal Line / News	09/10/12-09/14/12	1	:30	5:30A- News-2 News This Morning 530a	1	1	1	1	1	1			5	\$350.00	\$1,750.00	Salt Lake City (KUTV)		8/30/12
3.0	Normal Line / News	09/10/12-09/14/12	1	:30	6A- 8A (MST)	1	1	1	1	1	1			5	\$550.00	\$2,750.00	Salt Lake City (KUTV)		8/30/12
4.0	Normal Line / SPOT	09/10/12-09/14/12	3	:30	8A- CBS-This Morning (New Title)	2	2	2	2	2	2			10	\$135.00	\$1,350.00	Salt Lake City (KUTV)		8/30/12
5.0	Normal Line / SPOT	09/11/12-09/11/12	1	:30	9A- CBS-Lets Make a Deal	1	1							1	\$300.00	\$300.00	Salt Lake City (KUTV)		8/30/12
6.0	Normal Line / News	09/13/12-09/13/12	3	:30	12P- News-2 News at Noon				1					1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/30/12
7.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	1P- News-Fresh Living			1			1			2	\$90.00	\$180.00	Salt Lake City (KUTV)		8/30/12
8.0	Normal Line / SPOT	09/10/12-09/14/12	1	:30	3P- Ricki Lake	1	1	1	1	1	1			5	\$450.00	\$2,250.00	Salt Lake City (KUTV)		8/30/12
9.0	Normal Line / News	09/10/12-09/14/12	3	:30	4P- News-2 News at 4p	2	1	1	1	1	2			7	\$175.00	\$1,225.00	Salt Lake City (KUTV)		8/30/12
10.0	Normal Line / News	09/10/12-09/14/12	1	:30	4:30P- News-2 News at 430p	1	1	1	1	1	1			5	\$500.00	\$2,500.00	Salt Lake City (KUTV)		8/30/12
11.0	Normal Line / News	09/10/12-09/14/12	1	:30	5P- News-2 News at 5p	1	1	1	1	1	1			5	\$900.00	\$4,500.00	Salt Lake City (KUTV)		8/30/12
12.0	Normal Line / News	09/10/12-09/12/12	1	:30	6P- News-2 News at 6p	1	1	1	1	1	1			2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

8/30/12

PAYMENT RECEIVED



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1366049

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Brand September 10 through September 16 (470955)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax 11757
CPE 11757
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 08/30/12
Last Modified 08/30/12
Entered By Chantyrce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,888.25
Net Total \$33,366.75
Sales Tax

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Sep. 2012	64	\$39,255.00
Grand Total:	64	\$39,255.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News	09/15/12-09/15/12	5	:30	5P- News-2 News at 5p							1		1	\$180.00	\$180.00	Salt Lake City (KUTV)		8/30/12
14.0	Normal Line / Prime	09/13/12-09/13/12	5	:30	8P- CBS-Big Brother (Thursday)					1				1	\$1,350.00	\$1,350.00	Salt Lake City (KUTV)		8/30/12
15.0	Normal Line / News	09/10/12-09/14/12	1	:30	10P- News-2 News at 10p		1	1	2	1	1			6	\$2,500.00	\$15,000.00	Salt Lake City (KUTV)		8/30/12
16.0	Normal Line / News	09/15/12-09/15/12	5	:30	10P- News-2 News at 10p							1		1	\$500.00	\$500.00	Salt Lake City (KUTV)		8/30/12
17.0	Normal Line / News	09/16/12-09/16/12	1	:30	10P- News-2 News at 10p								1	1	\$2,000.00	\$2,000.00	Salt Lake City (KUTV)		8/30/12
18.0	Normal Line / SPOT	09/11/12-09/11/12	1	:30	10:35P- CBS-The David Letterman Show			1						1	\$285.00	\$285.00	Salt Lake City (KUTV)		8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

11757

Contact: Kristen Henderson

Phone: 801-973-3000

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KUTV 5a News	EM	M-F		\$200.00	1	1	1	1	1			5
5:00 AM 5:30 AM		30		\$1,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 5:30a News	EM	M-F		\$350.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30		\$1,750.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6a News	EM	M-F		\$550.00	1	1	1	1	1			5
6:00 AM 8:00 AM		30		\$2,750.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM	M-F		\$135.00	2	2	2	2	2			10
8:00 AM 9:00 AM		30		\$1,350.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Lets Make a Deal	DT	M-F		\$300.00		1						1
9:00 AM 10:00 AM		30		\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV Noon News	DT	M-F		\$135.00				1				1
12:00 PM 1:00 PM		30		\$135.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Fresh Living	DT	M-F		\$90.00			1		1			2
1:00 PM 1:30 PM		30		\$180.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Ricki Lake	EF	M-F		\$450.00	1	1	1	1	1			5
3:00 PM 4:00 PM		30		\$2,250.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 4p News	EN	M-F		\$175.00	2	1	1	1	2			7
4:00 PM 4:30 PM		30		\$1,225.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 4:30p News	EN	M-F		\$500.00	1	1	1	1	1			5
4:30 PM 5:00 PM		30		\$2,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 5p News	EN	M-F		\$900.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30		\$4,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6p News	EN	M-F		\$1,000.00	1		1					2
6:00 PM 6:30 PM		30		\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/30/2012 2:15:27 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

11757

Contact: Kristen Henderson

Phone: 801-973-3000

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
Saturday 5p News	EN	Sa	\$180.00						1		1
5:00 PM 6:00 PM		30	\$180.00								
Big Brother	PT	Th	\$1,350.00				1				1
8:00 PM 9:00 PM		30	\$1,350.00								
KUTV 10p News	LN	M-F	\$2,500.00	1	1	2	1	1			6
10:00 PM 10:35 PM		30	\$15,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Saturday 10p News	LN	Sa	\$500.00						1		1
10:00 PM 10:35 PM		30	\$500.00								
Sunday 10p News	LN	Su	\$2,000.00							1	1
10:00 PM 10:35 PM		30	\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Letterman	LF	M-F	\$285.00		1						1
10:35 PM 11:35 PM		30	\$285.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Station Gross Totals			\$39,255.00	12	12	13	12	12	2	1	64

Suzanne Collins

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KUTV-TV

Page 2 of 2

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Station Order

Matheson for Congress 2012

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KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon Sep 10	Tue Sep 11	Wed Sep 12	Thu Sep 13	Fri Sep 14	Sat Sep 15	Sun Sep 16	Total
KUTV 5a News 5:00 AM 5:30 AM	EM	30	M-F	\$80.00 \$240.00		1	1		1			3
SOLD OUT												
KUTV 5:30a News 5:30 AM 6:00 AM	EM	30	M-F	\$135.00 \$405.00	1		1	1				3
SOLD OUT												
KUTV 6a News 6:00 AM 8:00 AM	EM	30	M-F	\$250.00 \$1,250.00	1	1	1	1	1			5
SOLD OUT												
CBS This Morning 8:00 AM 9:00 AM	EM	30	M-F	\$115.00 \$575.00		1	1	1	1			5
HIGHLY PREEMPTIBLE. SUGGEST \$135.												
Price is Right 11-11:30 AM 12:00 PM	DT	30	M-F	\$250.00 \$700				1				1
SOLD OUT												
Young & Restless 10A-11A 10:00 AM 11:00 AM	DT	30	M-F	\$125.00 \$300					1			1
SOLD OUT												
Lets Make a Deal 9A-10A 11:00 AM 12:00 PM	DT	30	M-F	\$110.00 \$300			1					1
SOLD OUT												
KUTV Noon News 12:00 PM 1:00 PM	DT	30	M-F	\$120.00 \$120.00		1						1
HIGHLY PREEMPTIBLE. SUGGEST \$135.												
Fresh Living 1:00 PM 1:30 PM	DT	30	M-F	\$70.00 \$70.00				1				1
HIGHLY PREEMPTIBLE. SUGGEST \$90.												
The Talk 2:00 PM 3:00 PM	DT	30	M-F	\$150.00 \$400				1				1
SOLD OUT												
Ricki Lake 3:00 PM 4:00 PM	EF	30	M-F	\$200.00 \$600.00		1	1		1			3
SOLD OUT												
KUTV 4p News 4:00 PM 4:30 PM	EN	30	M-F	\$135.00 \$675.00	1	1	1	1	1			5
HIGHLY PREEMPTIBLE. SUGGEST \$175.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 3:09:22 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



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KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon Sep 10	Tue Sep 11	Wed Sep 12	Thu Sep 13	Fri Sep 14	Sat Sep 15	Sun Sep 16	Total
KUTV 4:30p News 4:30 PM 5:00 PM	EN	30	M-F	\$150.00 \$750.00	1	1	1	1	1			5
SOLD OUT												
KUTV 5p News 5:00 PM 5:30 PM	EN	30	M-F	\$360.00 \$1,800.00	1	1	1	1	1			5
SOLD OUT												
KUTV 6p News 6:00 PM 6:30 PM	EN	30	M-F	\$360.00 \$1,800.00	1	1	1	1	1			5
SOLD OUT												
Ent Tonight 6:30 PM 7:00 PM	PA	30	M-F	\$425.00 \$1,100.00	1							1
SOLD OUT												
Big Brother 8:00 PM 9:00 PM	PT	30	Th	\$1,350.00 \$1,350.00				1				1
OK												
KUTV 10p News 10:00 PM 10:35 PM	LN	30	M-F	\$1,100.00 \$5,500.00	1	1	1	1	1			5
SOLD OUT												
Saturday 10p News 10:00 PM 10:35 PM	LN	30	Sa	\$600.00 \$600.00						1		1
\$500 = LUR IMMEDIATELY PREEMPTIBLE CLASS OF TIME												
Sunday 10p News 10:00 PM 10:35 PM	LN	30	Su	\$850.00 \$850.00							1	1
\$2000												
SOLD OUT												
Letterman 10:35 PM 11:35 PM	LF	30	M-F	\$275.00 \$275.00		1						1
HIGHLY PREEMPTIBLE. SUGGEST \$285.												
Station Gross Totals				\$17,920.00	10	11	11	11	10	1	1	55

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 3:09:22 PM

KUTV-TV

Page 2 of 2

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